

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of operating a computer system for data management of an electronic transaction comprising:

~~receiving selection data identifying a product offered for purchase from a merchant in a transaction portal server via a wireless communication switching facility coupled to a merchant server provided with a merchant check-out application that is in communication with a~~ the transaction portal server over a global network a unique product database of the and merchant identifying code and an order fulfillment system of the merchant from an interface-enabled communications device via entered by a customer on a wireless communication network device coupled to the wireless communication switching facility and identifying a product and a merchant associated with the product and merchant identifying code by the transaction portal server from a database of the transaction portal server storing product and merchant identifying code data for a plurality of merchants;

~~providing retrieving product information data comprising information describing at least one aspect of the product to the interface-enabled communications device by the transaction portal server from the a product database of the merchant by the a merchant server via the wireless communication network coupled to the transaction portal server over the global network and displaying the product information data by the transaction portal server on a display screen of the wireless communication device for the customer;~~

~~receiving shipping detail data comprising instructions related to shipping the product to a designated recipient by the merchant check-out application of the merchant server via~~ by the transaction portal server from the customer's indication to

purchase the product entered by the customer on the wireless communication device
and retrieving default payment method information for the customer by the
transaction portal server from an electronic wallet server associated with the
~~transaction portal server and coupled to a payment processor;~~

displaying the default payment information by the transaction portal server on
the display screen of the wireless communication device for the customer and
receiving payment option data comprising information describing a desired means of
payment for the product by the ~~merchant check-out application of the merchant~~
transaction portal server from the interface-enabled entered by the customer on the
wireless communications device via the wireless communication network coupled to
~~the transaction portal server;~~

transmitting payment authorization data to ~~the~~ a payment processor by the
transaction portal server, ~~wherein the payment authorization data comprises purchaser~~
~~identifying data and merchant identifying data identifying the merchant; transmitting~~
and receiving a payment authorization by the payment processor to the transaction
portal server from the payment processor; and

transmitting order information to ~~the order fulfillment system of the merchant~~
~~in communication with the merchant~~ a check-out application of the merchant server
by the transaction portal server, ~~wherein the order information comprises payment~~
~~option data and shipping detail data~~ and causing the electronic wallet server to
complete payment and shipping information fields in an order fulfillment database of
the merchant server by the transaction portal server; and

receiving by the transaction portal server order confirmation information from
the merchant server and displaying the order confirmation information by the
transaction portal server on the display screen of the wireless communication device
for the customer .

2 and 3. (canceled)

4. (currently amended) The method of claim 3 1 further comprising receiving customer identification information.

5. (previously presented) The method of claim 4 further comprising determining an electronic wallet application on the electronic wallet server associated with the customer identification information.

6. (currently amended) The method of claim 5 ~~wherein receiving shipping detail data comprising instructions related to shipping the product to the designated recipient comprises~~ further comprising accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

7. (previously presented) The method of claim 6 wherein receiving payment option data comprising information describing the desired means of payment for the product comprises accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

8. (canceled)

9. (previously presented) The method of claim 7 wherein the product information comprises the price of the product.

10. (previously presented) The method of claim 7 wherein the product information comprises at least one of the following: price of the product, description of attributes of the product, brand name of the product, and name of the product.

11. (canceled)

12. (currently amended) The method of claim ~~11~~ 4 wherein receiving customer identification information comprises receiving customer identification information from the ~~interface-enabled~~ wireless communications device.

13. (canceled)

14. (currently amended) The method of claim 12 wherein the ~~interface-enabled~~ wireless communications device comprises a web browser.

15. (currently amended) The method of claim 14 wherein the ~~interface-enabled~~ wireless communications device comprises a wireless telephone.

16. (currently amended) The method of claim 14 wherein the ~~interface-enabled~~ wireless communications device comprises at least one of the following: a telephone, a personal computer, and a personal digital assistant.

17-22. (canceled)

23. (currently amended) The method of claim ~~21~~ 1 wherein the transaction portal server is in communication with at least two merchant servers.

24. (canceled)

25. (currently amended) The method of claim ~~22~~ 1 wherein the ~~desired means~~ of default payment method for the product comprises a credit card.

26-45. (canceled)

46. (currently amended) A computer system for data management of an electronic transaction comprising:

a transaction portal server ~~coupled to a merchant server provided with a merchant check-out application that is in communication with a product database of the merchant and an order fulfillment system of the merchant, wherein the transaction portal server is adapted~~ pre-programmed for receiving ~~selection data identifying a product offered for purchase from a~~ via a wireless communication switching facility coupled to the transaction portal server over a global network a unique product and

~~merchant in the transaction portal server from an interface-enabled~~ identifying code entered by a customer on a wireless communications device via a coupled to the wireless communication network coupled to switching facility and for identifying a product and a merchant associated with the product and merchant identifying code from a database of the transaction portal server storing product and merchant identifying code data for a plurality of merchants;

wherein the ~~merchant~~ transaction portal server is adapted further pre-programmed for ~~providing~~ retrieving product information data ~~comprising information describing at least one aspect of the product to the interface-enabled from a product database of a merchant server coupled to the transaction portal server over the global network and for displaying the product information on a display screen of the wireless communications device from the product database of the merchant via the wireless communication network coupled to the transaction portal server for the customer;~~

wherein the ~~merchant check-out application of the merchant~~ transaction portal server is adapted further pre-programmed for receiving ~~shipping detail data comprising instructions related to shipping the product to a designated recipient via the transaction portal server~~ the customer's indication to purchase the product entered by the customer on the wireless communication device and for retrieving default payment method information for the customer from an electronic wallet server ~~associated with the transaction portal server and coupled to a payment processor;~~

wherein the ~~merchant check-out application of the merchant~~ transaction portal server is adapted further pre-programmed displaying the default payment information on the display screen of the wireless communication device for the customer and for receiving payment option data comprising information describing a desired means of payment for the product from the interface-enabled entered by the customer on the wireless communications device via the wireless communication network coupled to the transaction portal server;

wherein the transaction portal server is further ~~adapted~~ pre-programmed for transmitting payment authorization to a payment processor, ~~wherein the payment and for receiving a payment~~ authorization ~~comprises purchaser identifying data and merchant identifying data identifying the merchant; wherein from the payment processor is adapted for transmitting authorization to the transaction portal server; and~~

wherein the transaction portal server is further ~~adapted~~ pre-programmed for transmitting order information to ~~the order fulfillment system of the merchant in communication with the merchant a~~ check-out application of the merchant server; ~~wherein the order information comprises payment option data and shipping detail data and causing the electronic wallet server to complete payment and shipping information fields in an order fulfillment database of the merchant server; and~~

wherein the transaction portal server is further pre-programmed for receiving order confirmation information from the merchant server and displaying the order confirmation information on the display screen of the wireless communication device for the customer.

47-61. (canceled)

62. (currently amended) The method of claim 1 further comprising entering into a joint venture between a provider of the transaction portal server and a provider of the wireless ~~communications network~~ communication switching facility.

63. (currently amended) The method of claim 62 further comprising providing the transaction portal server in communication with the wireless ~~communications network~~ communication switching facility.

64. (currently amended) The method of claim 63 further comprising providing the ~~subscriber~~ customer access to the transaction portal server.

65. (currently amended) The method of claim 64 further comprising receiving by the operator of the wireless ~~communications network~~ communication switching facility billing data reflecting a transaction between the merchant and the ~~subscriber~~ customer and providing a bill to the ~~subscriber~~ customer comprising the billing data.

66. (previously presented) The method of claim 65 wherein the bill further comprises billing for communications services.

67. (previously presented) The method of claim 66 wherein communications services comprises mobile telephone service.

68. (currently amended) The method of claim 67 wherein the provider of the wireless ~~communications network~~ communication switching facility comprises a mobile telephone network operator.

69. (previously presented) The method of claim 68 wherein the provider of the transaction portal server comprises a bank.

Claim 70 (canceled)